

140

Custom Insight: Edit Your Commerce Variables

Commerce Variables	Name	Type	Original or Recent	Expire After
1.	Registrations	Text String	Most Recent Value	Visit
2.	Placement Analysis	Text String	Most Recent Value	Visit
3.	Custom 3	Counter	Original Value	Page View

Save Changes Cancel

200

Customize Success Events

Use as the Default Success Metric (Choose up to 3)

Pre-defined Success Events		
1 Revenue	Revenue	<input checked="" type="checkbox"/>
2 Orders	Orders	<input type="checkbox"/>
3 Units	Units	<input type="checkbox"/>
4 Carts	Carts	<input type="checkbox"/>
5 Cart Views	Cart Views	<input type="checkbox"/>
6 Checkouts	Checkouts	<input type="checkbox"/>
7 Cart Additions	Cart Additions	<input type="checkbox"/>
8 Cart Removals	Cart Removals	<input type="checkbox"/>
Custom Success Events		
1 Shipping Information	Shipping Information	<input type="checkbox"/>
2 Billing Information	Billing Information	<input type="checkbox"/>
3 Order Information	Order Information	<input type="checkbox"/>

220

230A

230B

230C

240

250A

250B

250C

210

Save Changes

Cancel

Figure 2

300

Custom Insight: Edit Your Commerce Variables

Commerce Variables		Type	Original or Recent	Expire After	Reset
1.	Registrations	Text String	Most Recent Value	Visit	<input type="checkbox"/>
2.	Placement Analysis	Text String	Most Recent Value	Visit	<input type="checkbox"/>
3.	Custom 3	Counter	Original Value	Page View	<input checked="" type="checkbox"/>

310 320 330 340 350 360 370 380

Save Changes Cancel

Figure 3

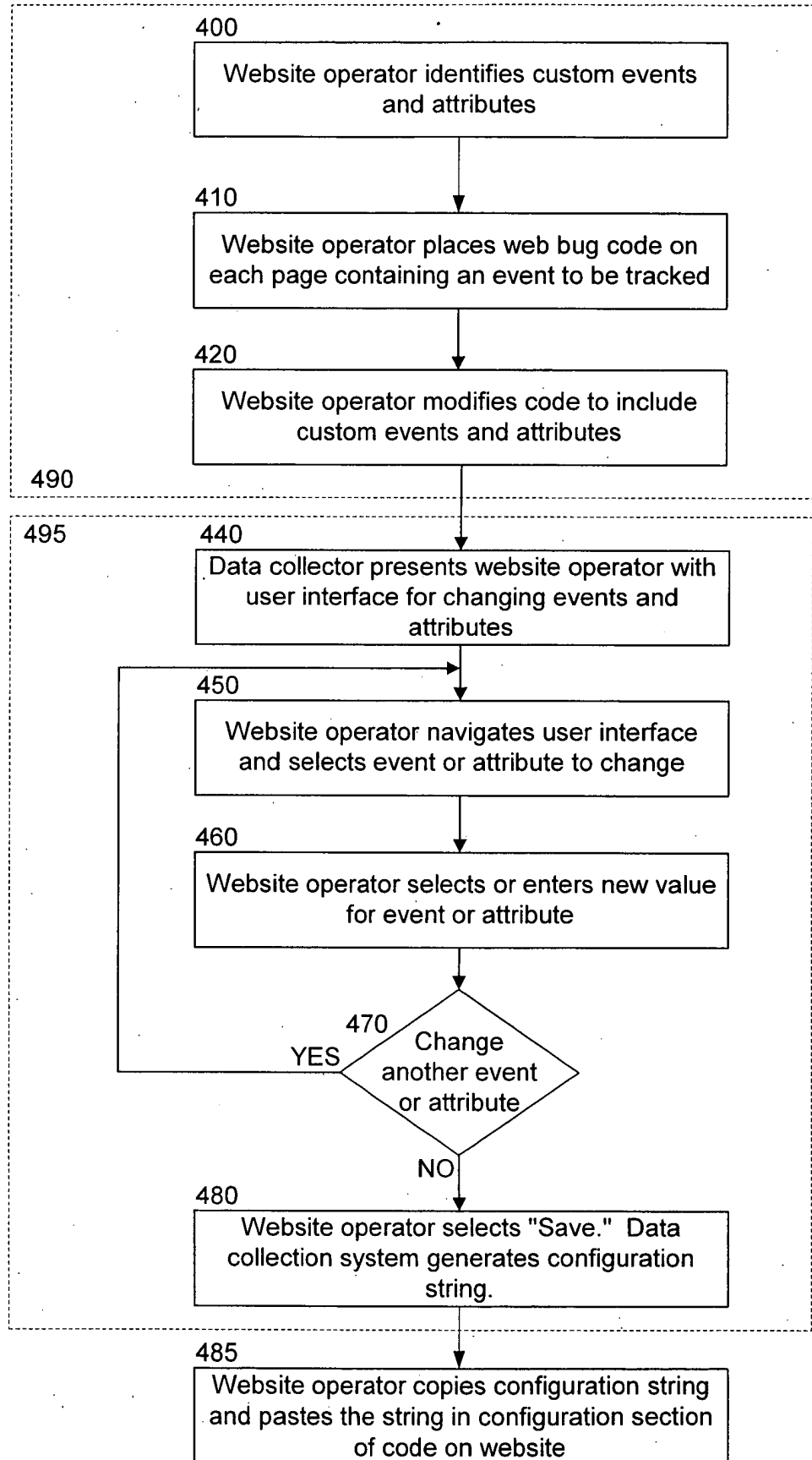


Figure 4

Graph Generated by SileCatalyst at 11:30 PM WEDT, 3 Jun 2003

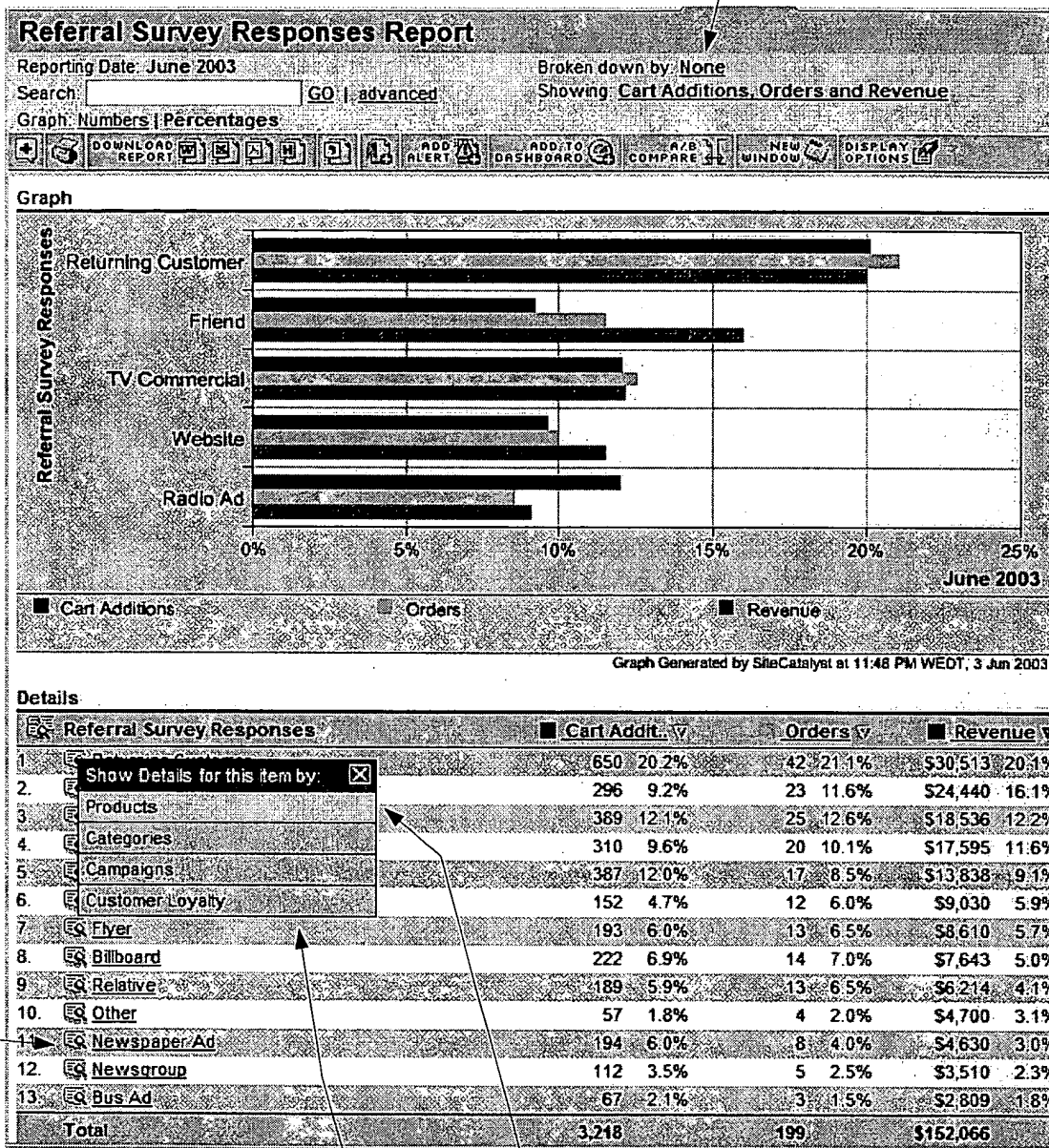
Page Views

	Count	Percentage
1. <u>Returning Customer</u>	791	19.7%
2. <u>Radio Ad</u>	443	11.0%
3. <u>Friend</u>	442	11.0%
4. <u>Website</u>	402	10.0%
5. <u>TV Commercial</u>	393	9.8%
6. <u>Billboard</u>	323	8.0%
7. <u>Relative</u>	254	6.3%
8. <u>Flyer</u>	252	6.3%
9. <u>Newspaper Ad</u>	222	5.5%
10. <u>Magazine Ad</u>	188	4.7%
11. <u>Newsgroup</u>	159	4.0%
12. <u>Other</u>	84	2.1%
13. <u>Bus Ad</u>	70	1.7%
Total	4,023	

520

Figure 5

610



630

620

640

Figure 6

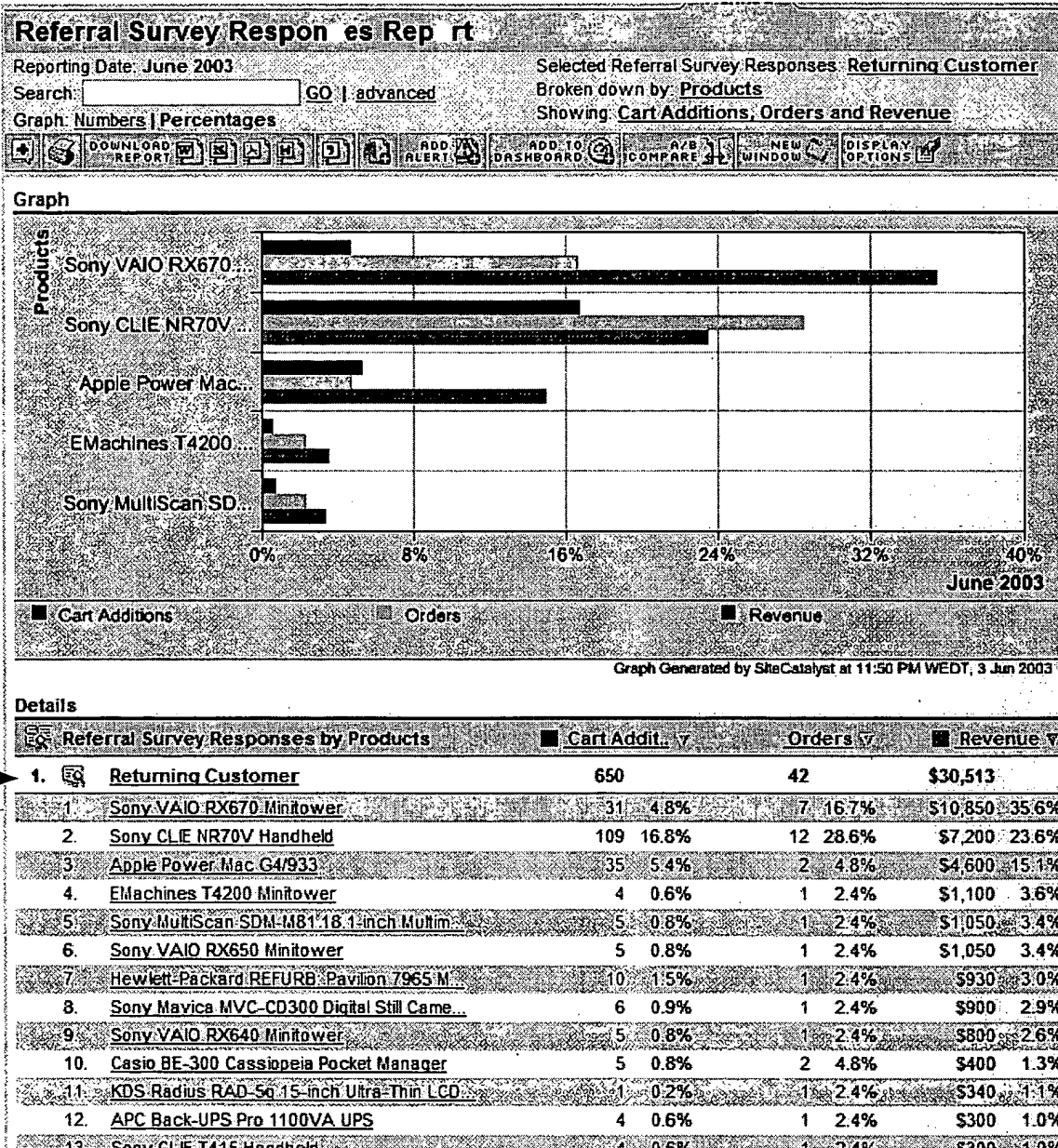


Figure 7